N A E B

National Association of

Educational Broadcasters

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33rd Annual Convention

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October 29 - November 1, 1957

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Statler Hotel

St. Louis, Missouri

PRELIMINARY PROGRAM

Final printed program will be distributed at the convention.

STUDY GROUP CHAIRMEN

Armand L. Hunter, Director WKAR-TV, East Lansing, Michigan

Earl Wynn, Director of TV, Communication Center, University of North Carolina, Chapel Hill, North Carolina

Keith Nighbert, Program Director WKNO-TV, 268 Jefferson, Memphis 3, Tennessee

Gale R. Adkins, Director Radio-TV Research, University of Kansas, Lawrence, Kansas

John W. Winnie, State University of Iowa, Iowa City, Iowa

R. Edwin Browne, Director KFKU, University of Kansas, Lawrence, Kansas

James S. Miles, Director WBAA, Purdue University, Lafayette, Indiana

Elizabeth E. Marshall, Station WBEZ, 228 North LaSalle Street, Chicago 1, Illinois

Kenneth Christiansen, Educational TV and Radio Center, Ann Arbor, Michigan

Harold McCarty, Director Radio-Television Education, University of Wisconsin, Madison, Wisconsin

Ola Hiller, Manager WFBE, Flint Public Schools, Flint, Michigan

Ed Stasheff, Educational Television and Radio Center, Ann Arbor, Michigan

Margaret C. Tyler, Supervisor Ohio School of the Air, Ohio State University, Columbus, Ohio

Tuesday, October 29

9:00 a.m. -- Registration opens

-- NAEB Board Meeting, NAEB Suite

-- NAEB Committee Meetings, Rooms ____, ____, ____, ____

11:30 a.m. -- Buses leave for Grant's Farm -- Tour and Luncheon

Guests of Anheuser-Busch, Inc.

2:30 p.m. -- Buses leave Grant's Farm

3:00 p.m. -- Tour of KETC, St. Louis Community Television Station

3:30 p.m. -- Buses leave KETC for KSLH

3:50 p.m. -- Tour of KSLH, St. Louis Public Schools Radio Station

4:30 p.m. -- Buses return to Statler Hotel

5:00 p.m. -- NAEB Committee Meetings

8:00 p.m. -- Opening General Session, NAEB President Burton Paulu, presiding

Welcome, Raymond R. Tucker, Mayor of St. Louis

Welcome, Philip J. Hickey, Superintendent of Instruction, St. Louis Public Schools

Welcome and Address,
Some Thoughts on the Future of Educational Broadcasting,

Raymond Wittcoff, Chairman, St. Louis Television Commission

Response for NAEB, Vice-President Richard B. Hull

Address, The Process of Change in Public Education,

Harold C. Hand, Professor of Education, University of Illinois

Greetings from NAEB friends overseas

Welcome, John Tinnea, Program Director KWK-TV, speaking for St. Louis Commercial Radio and TV Stations

9:30 p.m. -- NAEB Get-together
Informal Reception and Refreshments, courtesy of St. Louis Commercial Broadcasting Stations

Wednesday, October 30

8:30 a.m. -- Registration

9:00 a.m. -- Business Session for members only — Missouri Room
NAEB President Burton Paulu, presiding

President's Address

Committee Appointments

Reports: officers
legal counsel
services
committees

10:30 a.m. -- Study Groups: A LOOK AT OURSELVES WITH ATTENTION TO:

BASIC NEEDS, 1958 . . . . . Room_____
Chairman: Kenneth Christiansen,
Educational Television and Radio Center
Ann Arbor, Michigan

A WORKING PHILOSOPHY . . . . . Room_____
Chairman: Armand L. Hunter, Director
WKAR-TV, Michigan State University
East Lansing, Michigan

BROADCASTER AND COMMUNITY . . . . . Room_____
Chairman: Keith Nighbert, Program Director
WKNO-TV, Memphis, Tennessee

PROFESSIONAL STANDARDS . . . . . Room_____
Chairman: Earl Wynn, Director of Television
University of North Carolina
Chapel Hill, North Carolina

STATION POLICIES AND PRACTICE . . . . . Room_____
Chairmen: Ola Hiller, Manager
WFBE, Flint (Michigan) Public Schools
R. Edwin Browne, Director
KFKU, University of Kansas
Lawrence, Kansas

12:00 m. -- NAEB Luncheon, Richard B. Hull, Vice-President presiding — Missouri Room

Invocation: Paul C. Reinert, S.J., President
St. Louis University

Speaker: George R. Town, Executive Director
Television Allocations Study Organization

Questions from the floor

2:00 p.m. -- General Session, Kenneth G. Bartlett, Vice-President, Syracuse University, presiding

CONVERSATION: FROM WHERE WE SIT

Philip J. Hickey, Superintendent of Instruction, St. Louis Public Schools; President, AASA

Paul C. Reinert, S.J., President, St. Louis University

Howard Johnson, Adult Education Director Denver (Colorado) Public Schools

Robert S. Gilchrist, Superintendent of Schools, University City, Missouri; Immediate Past-President ASCD

Virgil M. Rogers, Dean, School of Education Syracuse University, Syracuse, New York

4:00 p.m. -- NAEB Committee Meetings - OPEN TO ALL NAEB MEMBERS

These open meetings are intended to afford any NAEB member an opportunity to hear developments, consult with specific committees and clarify particular matters.

6:30 p.m. -- Banquet -- NBC host to the NAEB Convention

Master of Ceremonies: Edward Stanley, Manager Public Service Programs, NBC

Speaker: Harry Bannister, Vice-President, NBC

Thursday, October 31

9:00 a.m. -- General Session, Seymour N. Siegel, NAEB Past President and Chairman International Relations Committee, presiding

BROADCASTING FOR WORLD UNDERSTANDING

Keith Engar, 1956 Fulbright Fellow

Chloe Fox, Executive Director, Broadcasting Foundation of America

Edwin Randall, American Friends Service Committee, Philadelphia, Pennsylvania

Gertrude McCance, Supervisor of School Broadcasts, Department of Education, Winnipeg, Canada

Raymond D. Hurlbert, General Manager, Alabama Educational Television Commission, Birmingham, Alabama

10:30 a.m. -- Study Groups: A LOOK AT OURSELVES WITH ATTENTION TO:

INSTRUCTIONAL PROGRAMS FOR WORLD UNDERSTANDING . . . Room_____
Chairman: Margaret C. Tyler, Supervisor
Ohio School of the Air
Ohio State University, Columbus, Ohio

UTILIZATION AND RESEARCH . . . . . Room_____
Chairmen: Elizabeth E. Marshall, WBEZ
Chicago Public Schools, Chicago, Illinois
Gale R. Adkins, Director Radio-TV Research
University of Kansas, Lawrence, Kansas

INSTRUCTIONAL TELEVISION DEVELOPMENTS . . . . . Room_____
Chairman: James S. Miles, Director WBAA
Purdue University, Lafayette, Indiana

PROFESSIONAL STANDARDS - second session . . . . . Room_____

BROADCASTER AND COMMUNITY - second session . . . . Room_____

STATION POLICIES AND PRACTICE - second session . . . Room_____

12:00 m. -- Luncheon for NAEB Organizational Liaison Committee; free time for others Room_____

(Names of guests and organizations represented will be included in the final program.)

2:00 p.m. -- General Session, Harold B. McCarty, Director Radio and TV Education, University of Wisconsin, Madison, presiding

COORDINATED RADIO AND TELEVISION PROGRAMMING . . . Missouri Room

DEMONSTRATION WITH CHILDREN: participation science radio program followed by coordinated television program

John D. Whitney, Chairman, Radio and Television Planning Committee in Science
Elaine D. Afton, television consultant at KETC for the St. Louis Public Schools
Gertrude B. Hoffsten, producer-coordinator, KSLH
Harry Wiest, Producer, KETC

3:00 p.m. -- Study Groups: A LOOK AT OURSELVES WITH ATTENTION TO:

COORDINATING RADIO AND TV PROGRAMS . . . . . Room_____
Chairman: H. B. McCarty

TRAINING TOMORROW'S PERSONNEL . . . . . Room_____
Chairman: Edward Stasheff, Program Associate ETRC, Ann Arbor, Michigan

FILM TECHNIQUES FOR EDUCATIONAL BROADCASTING . . . . Room_____
Chairman: John W. Winnie State University of Iowa, Iowa City

A WORKING PHILOSOPHY - second session . . . . . Room_____

UTILIZATION AND RESEARCH - second session . . . . . Room_____

BASIC NEEDS, 1958 - second session . . . . . Room_____

4:30 p.m. -- NAEB Committee Meetings

6:30 p.m. -- NAEB Dinner, President Burton Paulu, presiding

Invocation: Dr. W. Sherman Skinner, Pastor, Second Presbyterian Church

Speaker: Tor Gjesdal, Director, Mass Communications, UNESCO

NAEB Awards and Citations

9:30 p.m. -- NAEB Follies, William G. Harley, WHA, in charge

Friday, November 1

9:00 a.m. -- General Session, George Arms, Operations Manager KETC, presiding

WHAT DOES IT MEAN?

Harry K. Newburn, President, Educational Television and Radio Center
Ralph Steetle, Executive Director, Joint Council on Educational Television
Wanda B. Mitchell, Teacher, Evanston (Illinois) Township High School

10:30 a.m. -- Business Session, President Burton Paulu, presiding

Committee Reports, continued

New Business

Election of Officers

12:00 m. -- Adjournment

Special Meetings)
Convention Notes) to be listed on final program
Convention Committees)

msl - 9/25/57